



## Buzz Metrics

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The table below represents the total Web 2.0 “buzz” for the main political party websites. Each metric is calculated based on a variety of trends such as submissions, views, subscribers, popularity (i.e. votes, ratings, etc.), and other determinants of Web 2.0 buzz. The Web 2.0 buzz chart below is broken down by the following categories:

**Bookmarking:** Social bookmarking relates to social media websites such as Digg, Del.icio.us, and Reddit. Users submit links to these websites that are of interest to them and other users vote on particular submissions of interest in order to increase their popularity.

**Social Networking:** Social Networking refers to communities such as MySpace, Facebook, and Friendster. Account creation, total friends, mentioning of company on a particular page, and other important factors all help to determine the total buzz surrounding social networking.

**Social Knowledge:** Social Knowledge refers to informational based websites such as “Yahoo! Answers” and “Wikipedia”. Buzz is calculated differently on each of these websites as submissions become popular by unique trends.

Website	Bookmarking	Social Networking	Social Knowledge	Total Buzz
RNC.org	272	142	314	728
GOP.org	28	56	85	169
Democrats.org	2,963	1,880	1,682	6,525
DemConvention.com	365	338	230	933

\* Each metric is carefully weighted and calculated based on the individual websites surveyed and various measures of popularity, usage and traffic. We’ve applied specific weights to each measurement as they all have varying levels of importance. Weights are also distributed differently depending on each website being measured (i.e. a popular submission on Digg is worth a weighted much higher than a popular submission on a site that only receives half the amount of traffic).





## Traffic

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The table below is an overall assessment on how the main political party websites are performing, in terms of visitor traffic compared to the competition. The breakdown of each measurement is as follows:

**Traffic Rank:** Traffic Rank refers to how the particular website ranks compared to all other websites on the Internet (the lower the number the better the website is performing). This is a global-based rank.

**Links:** This measurement is based on the total number of web pages linking to a particular website. A high amount of referral links not only generates a lot of buzz, but it also has a direct impact on popular search engine rankings, resulting in a direct increase in visitor traffic.

**Page Views:** Page Views refers to the average number of pages a particular individual views on a website. Page views are generally directly correlated with how interesting a website's content is. The more relevant and interesting a website's content, the more likely an individual will remain on that website visit numerous pages on the website.

**Competitive Rank:** Each of the traffic measurements are weighted to determine how a site is performing compared to its competitors.

Website	Traffic Rank	Links	Page Views	Competitive Rank
RNC.org	161,445	225,532	1	4
GOP.org	1,036,860	14,288	1	7
Democrats.org	31,738	1,109,598	2.2	1
DemConvention.com	23,993	154,377	1.7	3





### Keyword Analysis

The table below represents the total number of search results\* for political party keywords on Google, Yahoo, and MSN. This is an important comparison as it illustrates the total number of indexed pages related to each party.

Keyword	Google	Yahoo	MSN	Total
Republican	84,300,000	453,000,000	20,700,000	558,000,000
Republican Party	14,500,000	209,000,000	19,500,000	243,000,000
Democrat	50,600,000	201,000,000	9,560,000	261,160,000
Democratic Party	25,900,000	254,000,000	24,400,000	304,300,000

\*Please note that the total number of search results is an approximation.

The table below represents the total number of search results\* for political party keywords on of the three most popular social media websites.

Keyword	Digg	Delicious	StumbleUpon	Total
Republican	240,000	20,844	26,300	287,144
Republican Party	36,700	2,116	1,930	40,746
Democrat	9,070	11,970	13,100	34,140
Democratic Party	27,200	3,463	2,250	32,913

\* Please note that the total number of search results is an approximation.



## Demographic Analysis

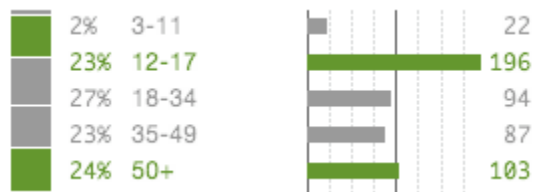
It is imperative to analyze the demographics of each website's visitors as it will determine which individuals would respond more positively to a social media campaign. The screenshots below illustrate an in-depth overview of a typical visitor to each of the main political party websites. The numbers to the right compares the data with the Internet average (100). For example: RNC.org has an index of 103 for male visitors, above average for a website, and an index of 96 for females, below average for a website.

### RNC.org:

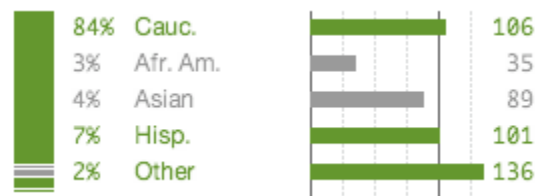
#### Gender:



#### Age:



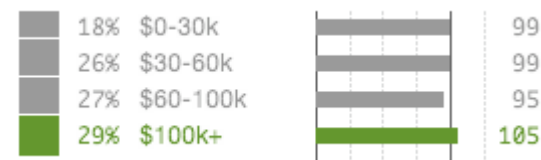
#### Race:



#### Children:



#### Income:



#### Education:



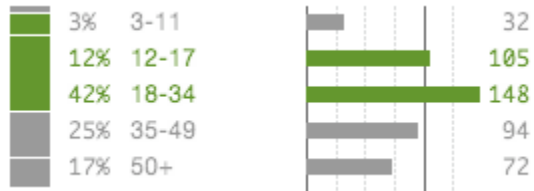
An average visitor to the RNC.org is a Caucasian male that is between 18 and 34. Most of them do not have children, have completed college, and have an income of over \$100,000/year.

### GOP.org:

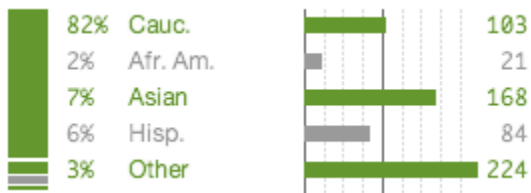
**Gender:**



**Age:**



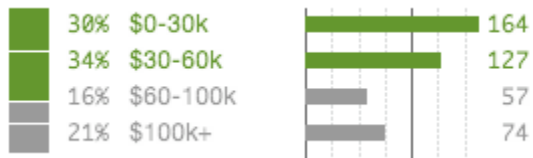
**Race:**



**Children:**



**Income:**



**Education:**



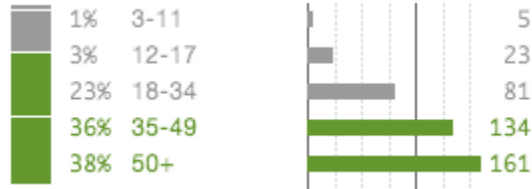
An average visitor to the GOP.org website is either a male or female Caucasian between 18 and 34. Most visitors do not have children, have an income below \$60,000/year and have not completed college.

**Democrats.org:**

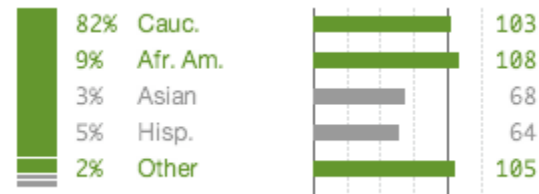
*Gender:*



*Age:*



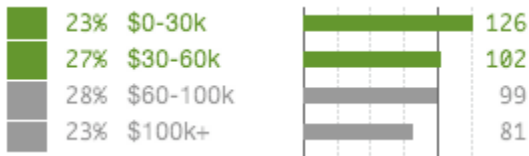
*Race:*



*Children:*



*Income:*



*Education:*



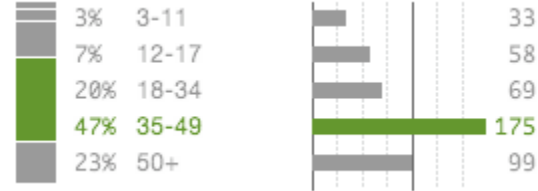
A typical visitor to the Democrats.org website is a Caucasian female over 35 years old. She has no children, an income between \$30,000 and \$100,000 per year, and has graduated college.

**DemConvention.com:**

*Gender:*



*Age:*



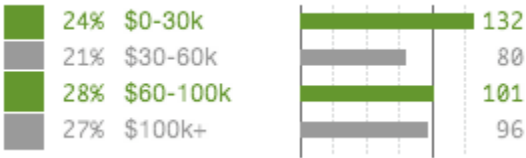
*Race:*



*Children:*



*Income:*



*Education:*



A typical visitor to the DemConvention.com website is a Caucasian male between 35 and 49 years old. He has no children, an income over \$60,000/year, and has a college education.